GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA

UNSTARRED QUESTION NO:1646
ANSWERED ON:02.08.2001
BANGALORE DIVISION OF SOUTHERN RAILWAYS
GOWDAR MALLIKARJUNAPPA;IQBAL AHMED SARADGI

Will the Minister of RAILWAYS be pleased to state:

(a) whether the Bangalore Division of SouthernRailways has taken some measures to compete with the private tour operators as a part of new marketing strategies;

(b) if so, the details thereof; and

(c) the extent to which these measures are likely to help the Railways for improving the marketing strategies?

Answer

MINISTER OF STATE IN THE MINISTRY OF RAILWAYS AND PARLIAMENTARY AFFAIRS (SHRI O. RAJAGOPAL)

(a) Yes, Sir.

(b) A special effort has been made by Bangalore Division to provide Bus Service on arrival of trains through Kerala Transport Corporation.

(c) These measures greatly improve the passenger satisfaction.